

# Kõrvemaa Rattaring

## bike sharing in rural areas

30.11.2021



EUROPEAN  
REGIONAL  
DEVELOPMENT  
FUND





# Hello!

from  
Anija  
Municipality

Meeli Kuul  
development manager

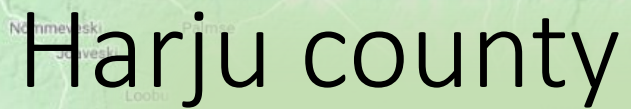




bike sharing project  
of 5 municipalities

**STARTED IN JUNE 2021**





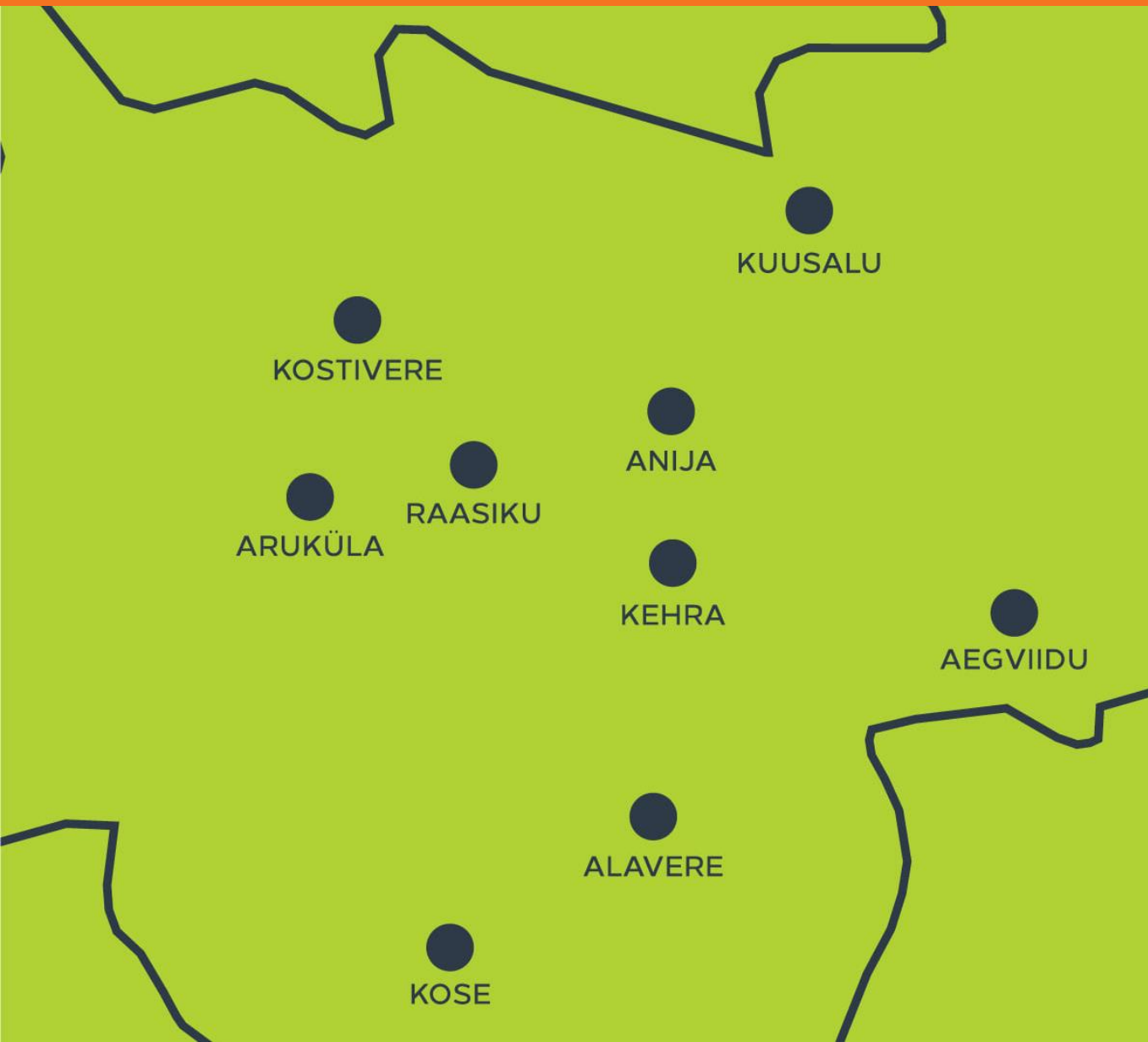
# Anija municipality

# Raasiku municipality

# Jõelähtme municipality

# Kose municipality

# Kuusalu municipality



## 9 rental stations

4 located in train stations

5 next to car park

connects public / car  
transport and bicycle riding

benefits both  
locals and tourists





## How it works

- \*24/7 rental with Bikeep app for as long as you wish and return to any station
- \*10 docks per station, 15 in central Kehra rental station
- \*3 free docks in each station
- \*95 docks in total
- \*68 bicycles in circulation
- \*1€/1h





Project total 176 077,60€

\*funding (gambling tax)

130 700,00€

\*self-financing

45 377,60€

\*season 2021

ca 20 000€

\*operating expenses are covered proportionally by municipalities





# Struggles

- \* partner for app
- \* bicycle supply
- \* weather
- \* covid restrictions
- \* bicycle paths
- \* marketing





## Statistics

June - October

- \*total rentals about 600 times
- \*average rental time ca 1 hour
- \*average rental fare ca 2,50€
- \*most popular location is town Kehra

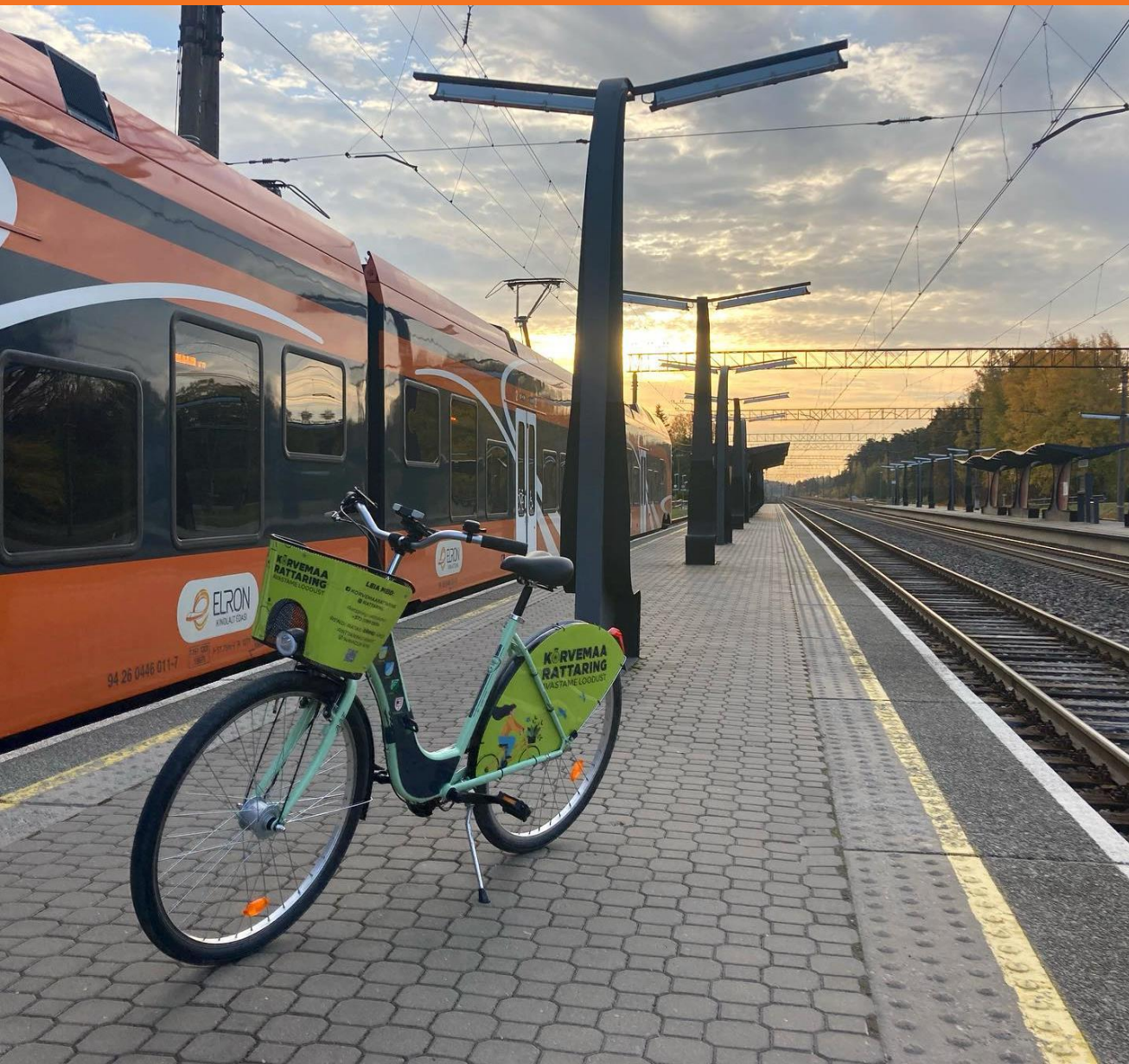




## Plans for next season

- \* open season from April
- \* signposts/directing banners
- \* a lot of marketing
  
- \* other municipalities join in





Thank you!

Questions?!